

INSTRUCTIONS FOR SUBMITTING PUBLIC SERVICE ANNOUNCEMENTS TO LOCAL RADIO STATIONS

1. If you are not familiar with your local radio stations, contact them to discuss Adult Abuse Prevention Month and to determine how you can get a public service announcement (PSA) aired.
2. Make your contact several weeks EARLY.
3. Use one or both of the enclosed draft public service announcements. They may be modified to suit the needs of your organization.
4. When you submit the information, you should include a cover letter briefly detailing your agency's efforts during Adult Abuse Prevention Month. BE SURE TO INCLUDE THE NAME OF A CONTACT PERSON, ADDRESS, AND TELEPHONE NUMBER.
5. Send the PSAs and information to **EVERY** station in your community.
6. Be sure to follow up to see that the information is received and inquire about the likelihood of using the information on a radio spot, and, if so, when the spot would be aired.